



July 2, 2012

The following is a report on Public Affairs Programming for the Second Quarter of 2012 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Community Relations  
Education  
Health  
Economy

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

Tim Clarke  
Program Director

TC/mlm

### **Community Relations**

**Sunday, April 8, 2012 – Sunday Morning 6:30 a.m.**

15:00

Host: Mimi Lawson. Guest: Patrick Mahoney, Fire Safety for Tampa Bay.

Mr. Mahoney discussed with Ms. Lawson how the risk of brush fires here in Pinellas, Hillsborough, and Manatee Counties compares with the rest of the state. Mr. Mahoney identified the ways in which we can protect our homes from fires by discussing several important things to do in and around the home to lower the risk of spreading fires. Mr. Mahoney discussed how to put out fires correctly, materials that help retard fire in gardens, fencing, and landscaping that can keep fires from spreading. Mr. Mahoney discussed tips on family safety, evacuation plans, and communications with county officials. In closing, Mr. Mahoney provided websites with more information and how to contact a county official to visit schools or groups to talk about the issues.

**Sunday, April 29, 2012 – Sunday Morning 6:30 a.m.**

30:00

Host: Ann Kelly. Guest: Ken Jones, President and Chief Executive Officer of the Tampa Bay & Company.

Mr. Jones discussed with Ms. Kelly the plans for the 2012 RNC Convention in Tampa. The RNC Committee addresses the issues of public safety in the immediate Downtown Tampa area and what their plans are for keeping the commute as issue free as possible for those in the area. Also discussed was the increase in security and how they have created "Event Zones" to allow larger areas that will also give protesters more time to be on scene. Mr. Jones also discussed how city services will be handled, the technology that will be brought into the area specifically for the Convention, and the fact that it will stay and create a stronger infrastructure after the event. The importance of small business owners being given the opportunity to participate and benefit was stressed as well as the need for volunteers at many levels. In closing, the strong financial impact of the Convention and the opportunity for increased public perception of Tampa on a national and international level for other events were also discussed.

**Sunday, May 22, 2012 – Sunday Morning 6:30 a.m.**

30:00

Host: Ann Kelly. Guest: Ron Barnette, City of Dunedin Vice Mayor and City Commissioner.

Mr. Barnette discussed with Ms. Kelly the City of Dunedin's "Building Green Coalition", and the city's recent upgrade from the State Coalition that tied the city with Sarasota for "the greenest city in the State". Mr. Barnette elaborated on what it takes to become that that environmentally savvy and what criteria was used for the designation. He discussed the Green Achievements list which includes ordinances for historic preservation, seminars on waste reduction and recycling, and updates to the building codes that have also earned recognition for the city. Also mentioned was what it takes to to maintain their standing with sustainability such as economics, reducing environmental impact, and making it all work for the city residents. In closing, Mr.



Barnette discussed the Project Switch which has earned the city national recognition for creating sustainable urban water management practices for Dunedin now and in the future.

### Sunday, May 27, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Joseph and Christopher Lundy, Tampa.

Mr. Lundy discussed with Mr. Greene how bonding and spending quality time with his son has made, and is making, a positive difference with his son. Christopher is a sophomore at the University of South Dakota on an athletic scholarship. Mr. Lundy makes at least three trips a year to visit his son on campus.

### Sunday, May 27, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Yvonne Fry, Florida Commission on Women.

Ms. Fry and Ms. Lawson discussed the history of the Commission on Women, chronicling the history of the Commission in Tampa through the stories of last year's inductees into the "Hall of Fame". Ms. Fry elaborated on some of the accomplishments of these ground-breaking women and their service to the Tampa Bay area as legislators, elected officials, and business women. She also discussed the issues every woman is likely to encounter during her life such as equal compensation, child care, health care, and domestic violence concerns. In closing, Ms. Fry provided listeners with several ideas, websites, and incentives to become more involved.

### Sunday, June 3, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Larry Deisler, Director, Pinellas Job Corps Center.

Mr. Deisler discussed with Mr. Greene the training and educational offerings at the Pinellas Job Corps Center. The \$60-million dollar center is for students who are having difficulty succeeding in the regular school system, some of whom are from homeless families.

### Sunday, June 17, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guests: Kevin Cutrell and Dr. Eric Diamond, City of St. Petersburg.

Mr. Cutrell discussed with Ms. Lawson the new area of counseling centered around men. Dr. Diamond explained how the program is changing the ways men relate to their families and the effects that these changes have on the family dynamics. In closing, Dr. Diamond discussed the issues that children have with their fathers and the way they can relate to each other and their children.

### Sunday, June 24, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Ton Invino, Pinellas County Emergency Management.



Mr. Invino discussed with Mr. Greene the preparation and awareness people need to take during hurricane season in the event of flooding and mandatory evacuations.

### Sunday, June 24, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Olga Bopf, City of St. Petersburg.

Ms. Bopf discussed with Ms. Lawson the "Shop St. Pete" initiative and all the reasons why citizens should support the businesses in their own communities. Ms. Bopf explained why keeping money in the community keeps taxes lower, results in better service, and contributes to the health of the community's economic base. She discussed the events coming up for the 4th of July weekend in conjunction with St. Petersburg and "Keep St. Pete Local" during Pride Week. In closing, Ms. Bopf discussed the websites of local shops and services that are offered.

### **Education**

### Sunday, April 1, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Rev. Jimmy Thompson, Minister, African Methodist Episcopal Church.

Mr. Thompson discussed with Mr. Greene how his faith-based group is working towards solutions to prevent juvenile delinquency. He talked about students dropping out of high school, along with trying to get students to strike a balance of spending too much time on social networking sites versus preparing to be successful students.

### Sunday, April 8, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Wanda DeLarosa, It's All About Kids.

Ms. DeLarosa discussed with Mr. Greene how parents can utilize activities at the non-profit group, It's All About Kids, to help their children when they are not in school such as early release Mondays. Ms. DeLarosa also discussed how parents should stay with their children and participate in activities rather than just dropping them off.

### Sunday, April 15, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Dr. Vernon Tarranto and Dolores Phillips of St. Petersburg College.

Dr. Tarranto and Ms. Phillips discussed with Mr. Greene the offerings at St. Petersburg College's Gibbs Campus for seasoned adult students as they prepare for a change in careers or updating their skills to prepare for today's workforce requirements.

### Sunday, April 22, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Coach Marcia Pinder, Florida Coach of the Year, Dillard



High School.

Ms. Pinder discussed with Mr. Greene her method of getting adult role models to speak to the girls basketball team members about strategies to be successful on and off the court and also in and out of the classroom. Ms. Pinder is currently the highest winning basketball coach in Florida. She explained how she often mentors her students even after they leave high school and go on to college.

Sunday, May 6, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Jim Goode, Director of Teacher Recruitment, Hillsborough County School District.

Dr. Goode discussed details with Mr. Greene about the expected 1,500 applicants for teaching positions at "Teacher Interview Days" in June. Candidates come from all over the U.S. to apply to work in the eighth largest public school district in the country. Dr. Goode discussed the process to secure a position and the kind of candidates they are seeking.

Sunday, June 3, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Steve Haggerty, Hillsborough County School District.

Mr. Haggerty discussed with Ms. Lawson the truth behind the stories that Florida lowered standards for passing the FCAT in order to not fail and lose the incentives associated with these grades. Mr. Haggerty explained how the tests are actually scored, how the standards were applied to last year's scores, and the changes made this year. He also discussed the website and other informational outlets sponsored by the Governor which will help end the confusion over the recent scores and where people can comment or ask questions of the State. In closing, Mr. Haggerty specifically discussed the writing portion of the FCAT, how computer technology has changed how we write, and what is being taught in schools today because of the FCAT testing.

Sunday, June 10, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Karen Willis-Barrett, Teacher, Stewart Middle School.

Ms. Willis-Barrett discussed with Mr. Greene a program of which she is the Director that deals with students who show potential for college. Ms. Willis-Barrett explained how critical it is for parents to be supportive of their children and how children react and behave positively because of that support.

Sunday, June 17, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Afi Pittman, Lieutenant, United States Navy; and Bob Baylies, a youth mentor.

Ms. Pittman discussed with Mr. Greene her book about coping with life's challenges as she traces her journey from the International Baccalaureate Program at King High School in Temple Terrace to the University of Central Florida to her 6-year (so far)



military career. Mr. Baylies shared information about enrichment programs available to students on both sides of the Bay for the summer months.

### Sunday, June 17, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Jeff Weisberg, Representative for the River Phoenix Center for Peace.

Mr. Weisberg discussed the work of the River Phoenix Center for Peace and how they are working with convicted criminals by teaching classes in anger management, social responsibility, and interpersonal communications. In closing, Mr. Weisberg discussed how someone can use these resources to learn to deal with the issues that brought them into the justice system.

### Health

### Sunday, April 1, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Ann Kelly. Guest: Dennis Akers, Founder of Cure-Run.

Mr. Akers discussed Cure-Run with Ms. Kelly. Cure-Run is a group he started to raise awareness for Alzheimer's research and care. Mr. Akers discussed how someone his age (early 20's) was touched by a family member's battle with the disease, and how it led him to found the run. The money raised will go towards the work of the USF Health Byrd Alzheimer's Institute, the largest free-standing facility in the country dedicated to Alzheimer's disease and related disorders. In closing, Mr. Akers mentioned the run and the many volunteer opportunities that are available.

### Sunday, April 1, 2012 – Sunday Morning 6:45 a.m.

15:00

Host: Ann Kelly. Guest: Holli Kile, Media Relations for Angels Against Child Abuse.

April is National Child Abuse Awareness Month. Ms. Kile discussed with Ms. Kelly a relatively new group in the Bay Area, Angels Against Child Abuse. Their mission is to build awareness and educate our community in regards to neglected and abused children. Abused children number some 3,000 in Tampa Bay. Ms. Kile discussed how we can make a difference to the many children who live at Sallie House. Sallie House is a shelter for abused children that meets their immediate needs. In closing, the Angel Awareness Committee and the Blue Ribbon Gala that Cox Media Group is supporting were also discussed.

### Sunday, April 8, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Bridget Booske.

Ms. Booske discussed with Ms. Lawson how the Pinellas and Hillsborough Counties rank in comparison to other counties on health issues and lifestyle choices. Ms. Booske's discussion included how we can better use the existing facilities in our



communities to enhance a healthy lifestyle for our families and ourselves. Ms. Booske mentioned the food and exercise possibilities available to individual communities and ways to encourage local leaders to add more natural food stores, fresh fruit markets, and exercise opportunities for residents. Ms. Booske discussed the ways to enhance and better use school facilities that are not in use after hours, for parents and kids to exercise. In closing, Ms. Booske discussed the effective use of tax dollars for programs like the Pinellas Trail.

### Sunday, April 15, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. David Becker, Clearwater Gastroenterology Group of Clearwater.

Dr. Becker discussed with Ms. Lawson the new advances in health care relating to colorectal cancer detection and treatments. Dr. Becker discussed how to recognize symptoms of this kind of cancer and new treatment options. Dr. Becker also explained how to prevent the disease and the measures that can be taken to correct lifestyle choices and how to make proactive changes in nutrition and exercise options. In closing, Dr. Becker advised about the lack of insurance and free screening offerings here in the Bay area.

### Sunday, May 6, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guests: Dr. Juliann Palilicchi and Dale Todd.

Dr. Palilicchi and Mr. Todd discussed with Ms. Lawson the effects on children who are afflicted with "drop seizures", called LGS, and how parents can recognize the early warning signs of this disorder. Mr. Todd mentioned his son Adam and the history of how they came to realize he had a problem and their search for some positive treatment options. Dr. Palilicchi and Mr. Todd discussed how and where parents in the Bay Area can go to find answers concerning this debilitating form of Epilepsy. Dr. Palilicchi and Mr. Todd also discussed the life stages that bring on this disease and how people can help elderly patients that develop this disease later in life. In closing, Dr. Palilicchi and Mr. Todd discussed the care of the elderly and around why, as we age, Epilepsy can develop when there was no indication previously.

### Sunday, May 6, 2012 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guests: Melissa Wandall and Mark Buonicconti.

Ms. Wandall discussed with Ms. Lawson the events leading up to her creating the Mark Wandall Traffic Safety Act after her husband was killed by a red light runner two days before their first child was born. She also discussed how a portion of the fines generated from reckless drivers are used to help victims of car accidents who suffer traumatic injuries. Mr. Buonicconti discussed the effect on his life after he was paralyzed in a car crash caused by someone running a red light. In closing, Ms. Wandall and Mr. Buonicconti discussed their collaboration on The Miami Project and the research into spinal cord injuries and other neurological diseases.



Sunday, May 13, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Dr. Cynthia Stuenkel, Endocrinologist at the University of California.

Dr. Stuenkel discussed with Ms. Lawson how the medical community has reevaluated the studies done on Hormone Replacement Therapy in 2002. Dr. Stuenkel mentioned that three-fourth of women have never considered HRT for menopausal health issues because of what was reported in the WHI, and that only one in ten have a positive impression of the treatment. Dr. Stuenkel discussed "The Menopause Map" which is an interactive guide where women can match their symptoms and health histories against the available treatment options. In closing, Dr. Stuenkel identified changes and new research into the safety of these treatments as well as the health risks and safe and effective ways to relieve symptoms.

Sunday, May 20, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Keysha Kennedy, St. Joseph's Hospital.

Ms. Kennedy discussed with Mr. Greene the upcoming free comprehensive health care fair where there will be a variety of screenings available along with presentations about breast cancer, hypertension, diabetes, and the realistic challenge of maintaining a balanced diet and healthy lifestyle.

Sunday, June 3, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Jim Millican, Lealman Fire Department.

Mr. Millican discussed with Ms. Lawson a study that is being completed here in Pinellas County that would change how accident patients are transported by the EMS. Currently, a separate service is called by the Fire Department to give the patient a ride to the hospital. Mr. Millican discussed how allowing the first responders to handle this task could save money, time, and lives after an incident. In closing, Mr. Millican explained how he, through the Lealman Fire Department, and other local firefighters, have studied all the various options for patient transport in other areas of Florida and how applying these models could positively add to first class care, saving time, and money for the county when the process is streamlined.

### **Economy**

Sunday, May 13, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guests: Jordin Amin and Clare Levinson, CPA's.

Ms. Amin and Ms. Levinson discussed that the most common source of marital discord stems from fights about money. Ms. Amin and Ms. Levinson offered five tips to avoid financial friction in relationships: 1) Have regular discussions about budgets, 2) Assess your money DNA, 3) Give full disclosure of money issues, 4) Split financial



responsibilities, and 5) Hire an independent advisor. In closing, Ms. Amin and Ms. Levinson discussed a website that offers help, ways to work through these steps, and where to find local help for issues relating to navigating money matters.

### Sunday, May 22, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Sarah Reiger with the Life Foundation.

Ms. Reiger discussed with Ms. Lawson the life changing accident in New York 8 years ago when she was hit by a SUV and severely injured. Ms. Reiger discussed her injuries, the recovery and the effect it had on her family emotionally as well as financially. Ms. Reiger explained at length about disability insurance and how having it made a difference as to whether her family kept their home, the children's education and her ability to continue working. Ms. Reiger discussed how individuals without a full time job and access to insurance are able to protect themselves from this kind of loss. Ms. Reiger detailed websites and foundations that can be of help to those without current insurance. In closing Ms. Reiger discussed personal finances and the ways to get this coverage at an affordable rate if you are unable to buy it from your employer.

### Sunday, June 10, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Bill Williams, Bay County Commissioner.

The Recovery Act sponsored by the State of Florida seeks to claim and protect the punitive damages resulting from the BP Oil Spill in the Gulf. Mr. Williams discussed with Ms. Lawson how it is essential to keep money earmarked for Florida's recovery from being distributed to other non-affected states. Mr. Williams discussed how states, even as far away from the spill as Montana, could get money from the settlement if they do not pass this legislation. He explained how our local Pinellas, Hillsborough, and Manatee County Commissioners are helping to ensure that the damage to Florida's beaches, reputation, and wildlife can be corrected with the help from the penalty assessed to BP. Mr. Williams discussed how citizens can continue to pressure our representatives to see that the Recovery Act get passed through the Florida Legislature. In closing, Mr. Williams discussed how this law would keep the money where it belongs as well as protecting the state from damages from future possible disasters from drilling in the Gulf.

### Sunday, June 24, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Kil Hugh, State of Florida.

Mr. Hugh discussed with Ms. Lawson the new PEW study about Florida's ability to sustain its retirement promises to teachers, firefighters, and other state employees. Mr. Hugh discussed where we rank in the country as far as our ability to fund these benefits, the changes the State has tried to get employees to contribute to their retirement funds, and the resulting litigation. In closing, Mr. Hugh discussed websites and advice on contacting legislators to make sure they do not try to raise taxes to make up for this shortfall in funding.